

SYSTEM AND METHOD FOR INTERNET ADVERTISEMENT THROUGH ANSWER BULLETIN BOARD

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Abstract of KR20020051172

PURPOSE: A system and a method for an Internet advertisement through an answer bulletin board are provided to perform an accurate ticket advertisement, expose an advertisement not only the original text writer but an answerer, an inquiring person, and increase an advertising effect in accordance with a continuous exposure of the advertisement by inserting the advertisement related to the original text into an answer bulletin board. **CONSTITUTION:** A server constructs a database based on each advertisement received from an advertiser(210). If a client registers a question writing on Q&A bulletin board(220), an insertion of an advertisement to an answer bulletin board is judged(230). If an insertion of an advertisement is not proper, only answer writing is notified(240). If an insertion of an advertisement is possible, an advertisement related to a subject and contents of the original text is searched in the advertisement database(250). The search advertisement is inserted into contents of an answer writing corresponded to the original text(260). Thus, a related advertisement with respect to the question writing is included on an answer screen, and the advertisement is supplied to the client who inquires answer writings(270).

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